

Set	Items	Description
S1	1	AU=(THEARLING K? OR THEARLING, K?)
S2	501515	DATA() (BASE? OR FILE? OR MINE? OR BANK?) OR DATABASE? OR D- ATAFILE? OR DATAMIN? OR DATABANK? OR STORAGE OR DB OR RECORD? ? OR SERVER OR CENTRAL() FILE
S3	2443	MARKET?(7N) (CAMPAIGN? OR PROMOTIOM OR PROMO OR ADVERT? OR - AD)
S4	1050471	SEQUENC? OR ORDER? ?
S5	1465389	PLURAL? OR SEVERAL OR VARIOUS OR MANY OR MULTIPL? OR NUMER- OUS OR DIFFERENT?
S6	67	(S2(20N)S3) (S)S4
S7	30	S6(S)S5
S8	14	S7 AND IC=G06F-017/60

? show file

File 348:EUROPEAN PATENTS 1978-2004/Sep W03  
(c) 2004 European Patent Office

File 349:PCT FULLTEXT 1979-2002/UB=20040923,UT=20040916  
(c) 2004 WIPO/Univentio

8/3,K/1 (Item 1 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00989416 \*\*Image available\*\*

**METHOD AND SYSTEM FOR PLACEMENT, MONITORING AND MEASUREMENT OF INTERACTIVE ADVERTISING**

**PROCEDE ET SYSTEME DE MISE EN PLACE, DE SURVEILLANCE ET DE MESURE D'UNE PUBLICITE INTERACTIVE**

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200319444 A1 20030306 (WO 0319444)

Application: WO 2001SG169 20010823 (PCT/WO SG0100169)

Priority Application: WO 2001SG169 20010823

Designated States:

(Protection type is "patent" unless otherwise stated - for applications  
prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ  
EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR  
LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL  
TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 7144

Main International Patent Class: **G06F-017/60**

Fulltext Availability:

Claims

Claim

... interactive advertisement campaign is completed, the advertiser will  
probably need to receive answers to a **different** set of questions, with  
help from the DSS: How **many** "impressions" were created? How - **many**  
interactions happened? How **many** discount coupons and vouchers were  
downloaded? And so forth.

Consideration of the Prior Art

US...to the computer service by a communications path. A database is  
provided for storing a **plurality** of user records. Each of the user  
records includes a user identification field for storing...respectively,  
of one of the  
userrecords,

Also, the advertiser-supported Web site is one of **several** business  
models vying for legitimacy in the emerging medium of the World Wide Web  
on...of the user's interaction, a category for the interaction, and an  
identifier for an **advertisement**. The **market database** may also

contain a summary of data collected for each user, the summary of data... respect to the user's lifestyle, interests, habits and behaviour, and may also include a **plurality** of rules developed by data mining tools. The effectiveness is preferably determined by measuring each...the duration of interaction by each user; the sphere of influence being the number of **different** interactive advertisements with which the user has interacted; the ratio of purchase to impression is the Drawings  
In **order** that the present invention may be readily understood and put into practical effect, there shall...

8/3,K/2 (Item 2 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00986957 \*\*Image available\*\*

**METHOD AND APPARATUS FOR CONDUCTING TRANSACTIONS ON AN AUTOMATED TELLER MACHINE**

**PROCEDE ET APPAREIL POUR MENER DES TRANSACTIONS SUR UN GUICHET AUTOMATIQUE BANCAIRE**

Patent Applicant/Assignee:

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200317165 A1 20030227 (WO 0317165)

Application: WO 2001US25263 20010810 (PCT/WO US0125263)

Priority Application: WO 2001US25263 20010810

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ  
EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR  
LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL  
TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 17709

Main International Patent Class: **G06F-017/60**

Fulltext Availability:

Detailed Description

Detailed Description

... comprises

Secure Web Server 3 1 0, and a number of subsystem modules for handling **various** - 18

SUBSTITUTE SHEET (RULE 26)

functions, including E-mail 315, Ad Admin 320, Ad Selection...

...SQL database (Customer Ad Profile 330 in FIG. 3), are used to configure, select and **sequence** the advertisements that will play during a customer session on the Web ATM ...preferred embodiment, Web Server 130 is also connected through data communications network 375, to **several** Web-based application servers. FIG. 3 illustrates five such applications servers which might be coupled to Web **Server** 130 in accordance with the invention, including **Marketing** 350, Customer Support 360, **Ad Database** Administration 370, Other Bank Services 380 and Non-Bank Services 385. Finally, Web **Server** 130 includes MQ Series 335, provides application programming services that enable processes on **different** nodes on a variety of machines and operating system types to communicate with each other...

8/3,K/3 (Item 3 from file: 349)  
DIALOG(R) File 349:PCT FULLTEXT  
(c) 2004 WIPO/Univentio. All rts. reserv.

00957095 \*\*Image available\*\*

THE NEW SYSTEM AND A METHOD FOR PERFORMING PERSONALISED INTERACTIVE  
AUTOMATED ELECTRONIC MARKETING OF THE MARKETING SERVICE PROVIDER  
NOUVEAUX SYSTEME ET PROCEDE DE MISE EN PLACE D'UNE COMMERCIALISATION  
ELECTRONIQUE, AUTOMATISEE, INTERACTIVE ET PERSONNALISEE DU FOURNISSEUR DE  
SERVICES DE COMMERCIALISATION

Patent Applicant/Inventor:

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200291252 A2 20021114 (WO 0291252)  
Application: WO 2002EP4958 20020503 (PCT/WO EP0204958)  
Priority Application: NL 1018008 20010507

Designated States:

(Protection type is "patent" unless otherwise stated - for applications  
prior to 2004)

AU BG BR BY CA CN CZ EE HR HU ID IL IN JP KP KR LT LV MD MX NO NZ PL RO  
SG SI SK UA US VN YU ZA

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

Publication Language: English

Filing Language: English

Fulltext Word Count: 2799

Main International Patent Class: G06F-017/60

Fulltext Availability:

Claims

Claim

... called business-to-business subscription system between the marketing  
service provider, advertising agencies and a **plurality** of product  
suppliers  
is established, in **order** to improve the commercial request response  
rate  
by substantially shortening the end-user's attraction...in the appearance  
of the said product;  
b) management (issuing, providing and maintaining) of a **plurality** of  
product codes owned by the marketing service provider and issued  
upon request of- and...with regard to, the product data information  
requested by the end  
user, from the marketing **database** to the end-user's communication

tools (such as fax, e-mail or providing it at the **marketing** website), whereby the publicised and **advertised** products are provided with alphanumerical codes according to the said 'coding system, which codes can...subsequently analyse., make a choice and buy the product by means of sending a purchase **order** to the product supplier via either phone, fax, e-mail or via the same integral...

8/3,K/4 (Item 4 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00946907 \*\*Image available\*\*

**MULTIMEDIA MARKETING AND DISTRIBUTION SYSTEM**  
**SYSTEME DE MARKETING ET DE DISTRIBUTION MULTIMEDIA**

Patent Applicant/Inventor:

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CA (Residence), CA (Nationality)

Patent and Priority Information (Country, Number, Date):

Patent: WO 200279898 A2-A3 20021010 (WO 0279898)  
Application: WO 2001IB2900 20010501 (PCT/WO IB0102900)  
Priority Application: WO 2001IB2900 20010501

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

CA JP

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

Publication Language: English

Filing Language: English

Fulltext Word Count: 10769

Main International Patent Class: **G06F-017/60**

Fulltext Availability:

Claims

Claim

... the exhibitors 1 8 a-e can enter his organization's name and password in **order** to gain access to the rest of the web site. If a valid password is...done by way of a secondary group of screens allowing searching according to any of **various** search criteria, such as producer, director, lead actor, supporting actors, subject matter, etc. Once the dealing with a producer or other **order** of rights. On the other hand, a second set of functions is active and implemented...

...to view the conditions for use of the web site to distribute his product for **various** types of products, he clicks on an enter sales data button ...5 pages giving information on the web site (not illustrated). It is also contemplated that **various** advertisements II 6 may also appear on the home page. In accordance of the invention prior exhibition of **various** titles, their popularity and the like. The objective of the system is to use data...later use in targeted advertising and in checking the accuracy of reported box office (in **order** to ...0 posters and the like. Some screens coming off of each of these selections would **differentiate** between the **various** types of formats. For example, feature film would bring up a screen showing celluloid format functions for **numerous** producers 16 as it does for an operator at central server 16 to enter new...

...movie, or simply to update a critics comments on a poster or press release. Even **different** departments with an individual producer 16 may have access to such a web site of...As illustrated in Figure 4, the select media type screen 120 presents the operator with **several** choices with respect to media type and format. The exhibitor is thus invited to click on **various** buttons to obtain **various** products. It is noted that this screen is greatly simplified for purposes of illustration and... However, in the case of "trade" users, more sophisticated arrangements may become necessary with correspondingly **different** input screens. Such arrangements may involve automatic debiting of bank accounts, 30 days credit, or...visitor to enter either credit card and/or financial institution information. It is contemplated that **many different** types of transactions will be available. For example, a user does not purchase a major...and that the same may be implemented 3 5 electronically at the time that the **order** for, for example, a feature film is placed. Once the **order** has been placed and the account debited instantly and electronically, product may be delivered to...form of a select action screen 142 which gives the exhibitor the opportunity to take **various** actions with respect to the title previously selected, as illustrated Figure 7. An example of such a secondary web page 142 shows the **various** choices that a ...may click on a change language button 144 to view the web site in a **different** language. A user may click on a preview movie button 146 to preview a selected...identifier is noted in memory and the exhibitor is able then to make appropriate selections. **Several** functions may be available on a single screen as described above. A user may call...diagram form along with certain functions occurring at each location. As previously discussed, media having **different** formats is loaded or stored onto computer readable data storage media 28 using peripherals connected with devices capable of playing audio material in **various** formats as discussed above to digitize the material for later compression and storage on data **storage** media 28. Scanner 202 is a letter size scanner for digitizing text, small graphical material and the like of **marketing** materials, such as newspaper and radio **advertisements** to be used by a local theater or television station owner. A large format scanner...numerals. The description that follows is limited to those aspects of the system, which are **different** from the embodiment of Figure 5. In particular, in system 422 ...particular system at step 428. Such statistics may include past box office in cities of **various** sizes, with **various** language use characteristics, and so forth, such data being collected by the system during the...as format, customer, customer location, other products combined with the subject product in the same **order**, title, nature of exhibitor, and so forth. This information is sent to a statistics database...

8/3,K/5 (Item 5 from file: 349)

DIALOG(R) File 349:PCT FULLTEXT

(c) 2004 WIPO/Univentio. All rts. reserv.

00903286 \*\*Image available\*\*

**BUYER-DRIVEN TARGETING OF PURCHASING ENTITIES**

**CIBLAGE D'ENTITES CLIENTS DETERMINE PAR L'ACHETEUR**

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200237377 A1 20020510 (WO 0237377)

Application: WO 2001US42834 20011030 (PCT/WO US0142834)  
Priority Application: US 2000243960 20001030; US 2001758239 20010112; US  
2001837377 20010419; US 2001888439 20010626

Designated States:

(Protection type is "patent" unless otherwise stated - for applications  
prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ  
EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR  
LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SI  
SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR  
(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 24312

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... entity would be separately retrievable. Alternatively, the logical  
data records could also be stored on **several different database**  
systems at one or more files.

[02771 It should be noted that in one aspect of the present invention,  
client **advertisers** will select audiences and **order direct marketing**  
services through an interactive user interface. The client advertisers  
will create their own lists by inputting **various** search criteria and  
buyer access to buyer entities (with identity information removed). The  
more narrowly...

8/3,K/6 (Item 6 from file: 349)

DIALOG(R) File 349:PCT FULLTEXT

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00861574 \*\*Image available\*\*

**METHOD OF DIRECT COMMUNICATION BETWEEN A BUSINESS AND ITS CUSTOMERS**  
**PROCEDE DE COMMUNICATION DIRECTE ENTRE UNE ENTREPRISE ET SES CLIENTS**

Patent Applicant/Inventor:

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Legal Representative:

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200195222 A1 20011213 (WO 0195222)

Application: WO 2001US18442 20010607 (PCT/WO US0118442)

Priority Application: US 2000209923 20000607

Designated States:

(Protection type is "patent" unless otherwise stated - for applications  
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AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ  
EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS  
LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ  
TM TR TT TZ UA UG UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM  
Publication Language: English  
Filing Language: English  
Fulltext Word Count: 17187

Main International Patent Class: **G06F-017/60**

Fulltext Availability:

Detailed Description

Detailed Description

... term. "customers" (and  
"consumer-users") includes prospective customers. The software  
may be compiled for **different** systems in order that versions of it  
may run in any electronic device (whether a...

...distribute a  
version of the software that is custom-configured to the  
distributee-user, including **database** information and **advertising**,  
branding, **marketing** and service (Bam!S) material files relevant to  
the business entity or affiliates and targeted...

**8/3,K/7** (Item 7 from file: 349)

DIALOG(R) File 349:PCT FULLTEXT

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00851775 \*\*Image available\*\*

**ADVANCED ASSET MANAGEMENT SYSTEMS**

**SYSTEMES DE GESTION D'AVOIRS PERFECTIONNES**

Patent Applicant/Assignee:

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Patent Applicant/Inventor:

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200184906 A2-A3 20011115 (WO 0184906)

Application: WO 2001US15283 20010511 (PCT/WO US0115283)

Priority Application: US 2000569023 20000511

Designated States:

(Protection type is "patent" unless otherwise stated - for applications  
prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ  
EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS  
LT LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ  
TM TR TT TZ UA UG US UZ VN YU ZA ZW



(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 124618

Main International Patent Class: **G06F-017/60**

Fulltext Availability:

Detailed Description

Detailed Description

... in conjunction with the appropriate transaction. The data warehouses used in conjunction with these corporate **marketing** programs maintain extensive customer profile **databases**, replete with demographic, characteristics, buying patterns, spending histories, personal preferences, lifestyle indicators, etc.

This...forthcoming standards from the Contract documents include financial documents such as solicitations, contracts, notifications, and **various** forms. This set includes a wide variety of business interchange documents such as purchase **orders**, invoices, receipts, and shipping manifests.

Governance documents can be financial or non-financial. Government financial...bids are grouped together for simplified management using bid pools. Bid pools are used for **multiple** purposes depending on the type of transaction. For auction-like transactions where there is a one-to-**many** relationship, bid pools are used to keep track of each successive winning bid and maintain...

...complete the transaction, the offeror would have the option to contact the remaining bidders, in **order**, and try to complete their transaction.

For many-to-many transactions, bid pools can organize...Alerts may be time synchronized and thus guaranteed to arrive in a specific **1 0 order**, or they may be asynchronous, allowing for any **order**. Queuing mechanisms are typically used to propagate alerts and may include **various** synchronized ordering schemes such as last-in, first-out (LIFO) and first-in, first-out...

8/3,K/8 (Item 8 from file: 349)

DIALOG(R) File 349:PCT FULLTEXT

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00846402 \*\*Image available\*\*

**ADVERTISING APPARATUS USING MEDIUM ATTACHED TO FOOD/DRINK CONTAINER AND OPERATING METHOD THEREOF**

**DISPOSITIF PUBLICITAIRE UTILISANT UN SUPPORT FIXE SUR UN RECIPIENT POUR PRODUIT ALIMENTAIRE/BOISSON ET SON MODE DE FONCTIONNEMENT**

Patent Applicant/Assignee:

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(Residence), KR (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

KIM Young Woo, 5-901 Jinheung Apt., 65 Cheongdam-dong, Gangnam-gu, Seoul 135-100, KR, KR (Residence), KR (Nationality), (Designated only for: US)

Legal Representative:

YOO Young-dae (agent), 205 Kicox Venture Center, 188-5 Guro-dong,

Guro-gu, Seoul 152-050, KR,  
Patent and Priority Information (Country, Number, Date):  
Patent: WO 200180113 A1 20011025 (WO 0180113)  
Application: WO 2001KR645 20010418 (PCT/WO KR0100645)  
Priority Application: KR 200020815 20000419; KR 200069807 20001123  
Designated States:  
(Protection type is "patent" unless otherwise stated - for applications prior to 2004)  
AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ  
EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KZ LC LK LR LS LT  
LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM  
TR TT TZ UA UG US UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM  
Publication Language: English  
Filing Language: English  
Fulltext Word Count: 26791

Main International Patent Class: **G06F-017/60**  
Fulltext Availability:  
Claims

Claim

... an advertisement indicated on the hubber to the objects  
along with premiums and events;  
a **plurality** of food/drink manufacturing companies  
included in the objects and authenticated as  
advertisement section providers...

...processed data from the Web system in  
accordance with a desired search requesting procedure;  
a **plurality** of advertisement ordering companies  
included in the objects and authenticated as  
advertisement sponsors in accordance...

...advertisement  
application associated with the hubber design in  
accordance with a desired advertisement condition;  
a **plurality** of subscribers included in the objects  
and authenticated in accordance with a desired  
authentication procedure...

...product manufactured by one of the food/drink  
manufacturing companies in accordance with an  
advertisement **order** made by one of the advertisement  
ordering companies; and  
a food/drink supply(inverted exclamation...

...hubber-attached food/drink products and putting the  
hubber-attached food/drink products on the **market** .

2 The **advertising** apparatus according to claim 1,  
wherein the **database** comprises:  
a subscriber information **database** including a basic  
subscriber information **database** , a subscriber hubber  
holding information database, and a point database;  
a hubber information database including...

8/3,K/9 (Item 9 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00818658 \*\*Image available\*\*

**A SYSTEM AND METHOD FOR PROVIDING A DISTRIBUTED MARKETING PRESENTATION  
SYSTEME ET PROCEDE PERMETTANT DE FOURNIR UNE PRESENTATION COMMERCIALE  
DISTRIBUEE**

Patent Applicant/Assignee:

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Inventor(s):

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Legal Representative:

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205, Los Altos, CA 94022, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200152165 A1 20010719 (WO 0152165)

Application: WO 2001US525 20010108 (PCT/WO US0100525)

Priority Application: US 2000175869 20000112; US 2000483388 20000113; US  
2000483175 20000113

Designated States:

(Protection type is "patent" unless otherwise stated - for applications  
prior to 2004)

AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM EE ES FI GB  
GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA  
MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA  
UG UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 8435

Main International Patent Class: **G06F-017/60**

Fulltext Availability:

Claims

Claim

... person, such as a marketing person, then decides what marketing  
objects to put into the **various** marketing object containers. Style  
templates, marketing campaigns, and **various** items associated with the  
campaigns may be used to create or change the web page...

...embodiment of the present invention, these marketing object

2

containers may be dynamically associated with **different** marketing  
objects at **different** times. A method according to an embodiment of the  
present invention for providing an electronic...the invention and is  
provided in the context of a patent application and its requirements.  
**Various** modifications to the preferred embodiments will be readily  
apparent to those skilled in the art...

...carrying out the processing of the present invention. Computer system I 00, made up of **various** subsystems described below, includes at least one microprocessor subsystem (also referred to as a central...

...102. That is, CPU 102 can be implemented by a single-chip processor or by **multiple** processors. CPU 102 is a general purpose digital processor which controls the operation of the...the course of performing the above-described method steps. Information, often represented as a **sequence** of instructions to be executed on a CPU, may be received from and outputted to...to computer storage products with a computer readable medium that contain program code for performing **various** computer-implemented operations. The computer-readable medium is any data storage device that can store...

...is illustrative of any interconnection scheme serving to link the subsystems. Other computer architectures having **different** configurations of subsystems may also be utilized. Figure 2 is a system architecture of an...can be inserted into a web page by using a standard scripting language. The production **server** 212 communicates with the template processing engine 208 and can handle processes for **marketing campaigns**, **advertising** scheduling, priorities, profile matching for personalization, and features. The production **server** 212 can be extended with Java plug-in components 220 which allows customization of the production server 212 to fit **various** merchants'needs. The production server 212 may also interact with the data bridge 216, which **different** web servers 204 and **different** standard scripting languages. Additionally, the adapter can also be adapted to process additional functions such...

...a cookie to associate with a user for a session information.

1 2

The staging **server** 210 may be used to test out a **marketing** offering or a **marketing campaign** prior to making it available to the public through the production **server** 212. Further details of the functions of the **various** components of the architecture shown in Figure 2 are later discussed in conjunction with the...style 512, the campaign type 514 associated with the container 508b, and an offer or **multiple** offers 516 associated with the container 508b. A user can select a predetermined attribute by...

8/3,K/10 (Item 10 from file: 349)

DIALOG(R) File 349:PCT FULLTEXT

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00803948 \*\*Image available\*\*

**METHOD OF AND SYSTEM FOR ENABLING BRAND-IMAGE COMMUNICATION BETWEEN VENDORS AND CONSUMERS**

**PROCEDE ET SYSTEME PERMETTANT DE COMMUNIQUER UNE IMAGE DE MARQUE ENTRE DES VENDEURS ET DES CONSOMMATEURS**

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200137540 A2-A3 20010525 (WO 0137540)  
Application: WO 2000US31757 20001117 (PCT/WO US0031757)  
Priority Application: US 99441973 19991117; US 99447121 19991122; US 99465859 19991217; US 2000483105 20000114; US 2000599690 20000622; US 2000641908 20000818; US 2000695744 20001024

Parent Application/Grant:

Related by Continuation to: US 99441973 19991117 (CIP); US 99447121 19991122 (CIP); US 99465859 19991217 (CIP); US 2000483105 20000114 (CIP); US 2000599690 20000622 (CIP); US 2000641908 20000818 (CIP); US 2000695744 20001024 (CIP)

Designated States:

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AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE  
ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT  
LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM  
TR TT TZ UA UG US UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
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Fulltext Word Count: 116871

Main International Patent Class: G06F-017/60

Fulltext Availability:

Claims

Claim

... connected to the infi-astructure of the Internet by way of an Internet router and **server** , for the purpose of enabling different departments within a business organization (e.g. **marketing** , sales, engineering, support and service, **advertising** , finance, etc.) manage different types of multi-media consumer product related information, as well as...product promotion/advertising kiosks connected to a TCP/IP-based information network installed therewithin in **order** to deliver such product advertisements to retail shopping environments from various Internet information servers connected...many of the subsystem

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second illustrative embodiment. In general these illustrative embodiments employ **many** of the inventive principles disclosed in Applicants International Patent Application Publication No. WO 98/19259...Product Sales Price Catalog) for providing retailers with accurate up-to-date product information on **numerous** consumer-products offered for wholesale to retailers by manufacturers registering their products therewith; a Electronic...

...retailer) to sell and purchase consumer goods by sending and receiving documents (e.g. purchase **orders** , invoices, advance slip notices, etc.) to consummate purchase and sale transactions using either Value Added...

...future; Collaborative Replenishment Information Subsystem 6 for determining what products retailers can be buying in **order** to satisfy consumer demand at any given point in time; a Transportation and Logistics Information...

...and output ports of the aboveidentified subsystems through the infi-astructure of the Internet and **various** value-added EDI

Page 91  
Page 92  
Page 93  
infrastructure 10.  
The EDI administration computer...

...or higher, and having a TCP/IP connection 31 to the WebDox" Server 30.  
In **order** to use the WebDox" system, each remote Client Computer System  
13 includes either a Windows...

...g. UPN/TM/PD/URLs) from manufacturers to the IPD Servers of the system  
in **order** to periodically update the same. While the illustrative  
embodiment of this Web-based Document Transport...or manufacturer)  
promotional agents as the case may be. In the Internet-Based Consumer  
Product **Advertisement Marketing**, Programming, Management and Delivery  
Subsystem 502, the primary function of the Web-Based CPI Kiosk  
**Advertisement Marketing /Sales/Management Server** 507 is to enable  
**advertisers** (e.g. employed by a particular manufacturer or retailer or  
working as an advertising agent...Internet-enabled information servers  
located potentially in every corner of the world. Each of these **database**  
tables will be described below in detail. Notably, however, the  
relational links among the **numerous** data tables are not schematically  
depicted in Figs. 15A through 15MM to avoid obfuscation of...

...is noted however that these relational links

Page 229

exist between similar information fields in **different** data tables, in a  
manner well known in the relational database technology arts. As shown...

...505; UPN/TMJPD/URL RDBMS 9 operably connected to the infrastructure of  
the Internet; a **plurality** of Web-enabled client computer subsystems 13  
operably connected to the infrastructure of the Internet; a **plurality**  
of manufacturer-operated client subsystems 512 operably connected to the  
infrastructure of the Internet, running...

...TJRL link creation, collection, management and EDI-enabled transport  
(LCMT) software 511; and a **plurality** of http, ftp and/or EDI servers  
518A, 518B and 518C, respectively, operably connected to...links to: (i)  
consumers and end-users within physical retail environments having access  
to a **plurality** of physical CPI serving kiosks 513 driven by a  
**plurality** of Web (http) servers 519 operably connected to the  
infrastructure of the Internet, as shown...

...Fig. 13; (ii) consumers and end-users within electronic retail  
environments having access to a **plurality** of virtual CPI serving kiosks  
driven by a **plurality** of CPIR-enabling Java Applet servers 520 operably  
connected to the infrastructure of the Internet; and (iii) consumers and  
end-users interfaced with a **plurality** of Web-enabled client machines at  
home, school, in the office or on the road having access to a **plurality**  
of LJPB-driven consumer product

Page 231

Consumer Product Information (CPI) Kiosk Configuration, Deployment,  
Management...

...realized by a number of system components, namely: UPN/TM/PD/URL RDBMS 9  
; a **plurality** of mirrored Physical and Virtual Multi-Mode Kiosk Server  
Subsystems II A operably connected to the infrastructure of the Internet  
and the UPN/TM1PD1URL RDBMS 9 ; a **plurality** of barcode

Page 232

Web-based kiosk server 519A.

Page 233

As shown in Fig...

...the compiled code associated with the CPIR-enabling Applet is loaded onto one of the **plurality** of CPIR-enabling Applet servers 520 shown in Fig. 13, and (ii) the corresponding CPIR...

...has a statically assigned IP address, and an assigned domain name, and is assigned to **numerous** physical-type CPIR-enabling Applet-driven virtual CPI kiosks (i.e. GULs) 514 deployed at...function of the Web information server 519B is to serve up to the public, in **different** languages, barcodedrivable CPI portal WWW sites, at which the entire UPN/TM/PDfURL RDBMS 9...

...Advertisement Marketing, ProgLamming. Management and Delivery Subsystem 502

In the illustrative embodiment, the Consumer Product **Advertisement Marketing**, Programming, Management and Delivery Subsystem 502 comprises: a web-based product **advertisement marketing** /sales (http) **server** 507 operably connected to the infrastructure of the Internet; the UPN/TM/PD/URL RDBMS 9 operably connected to the infi-astructure of the Internet; and a **plurality** of Web-enabled client subsystems 13 operably connected to the infi-astructure of the Internet as described hereinabove. In the illustrative embodiment, the primary function of the web-based product **advertisement marketing** /sales/management (http) **server** 507 is to enable the following advertiser-oriented information services: (1) registering advertisers (e.g...

...initially-unspecified) subnetwork of CPI kiosks; (6) building Kiosk Advertising Campaigns by placing ad spot **orders** to be run on a specified subnetwork of CPI kiosks; (10) running and displaying Kiosk...

...TM/PD/URL RDBMS 9 operably connected to the infrastructure of the Internet; and a **plurality** of Web-enabled client subsystems 13 operably connected to the infi-astructure of the Internet...

...retailer-authorized subnetwork of CPI kiosks; (6) building Kiosk Promotion Campaigns by placing promo spot **orders** to be run on a specified subnetwork of CPI kiosks; (10) running and displaying kiosk  
Second Illustrative  
Embodiment of Present Invention

In **order** to more fully understand the functions carried out by the system of the present invention...

...Phone; UPC/TM/PD/URL SW Fee Agent Email; and Date of Last Record Update. **Many** of these information items will be collected by the system during the Manufacturer Registration mode...

...assigned consumer identification number(s), retail locations at which the consumer shops as well as **various** consumer indices which characterize the interests and preferences of the consumer. While such information is...

...of the system, collection and management of such information will be useful in carrying out **various** subordinate system functions described herein including, for example, retail-store based e-mail-enabled transport...decision on whether or not to place an UPN-indexed product advertisement or promotion slot **order** on a particular kiosk. Such information in conjunction with other information about a particular CPI  
...Physical Kiosk ID No.; Number of HTML Pages Accessed; Number of BrandKey Requests at Kiosk; **different** HTML Pages Served-Up; Outgoing

E-Mail Transmissions; System Mode Transitions; ECommerce Transactions Made; Number...

...and retain current customers.

As shown in Fig. 15Q, the RDBMS table entitled AD SPOT **ORDER** --VIRTUAL KIOSK in the illustrative embodiment of the present invention comprises a number of primary...

...UPN of Advertised Product; Virtual Kiosk ID No.; Scheduled Date of Ad Spot; Advertiser Placing **Order** ; Date of Ad Spot **Order** ; Advertiser ID No.; Cost of Ad Spot; URL of Advertisement Spot; Time Duration of Ad...

...Ad Payment; and Date of Last Record Update. This data table maintains information on each **order** placed by an advertiser for a consumer product advertisement spot on a particular virtual kiosk...

...with the virtual kiosk.

As shown in Fig. 15R, the RDBMS table entitled AD SPOT **ORDER** --PHYSICAL KIOSK in the illustrative embodiment of the present invention comprises a number of primary...

...UPN of Advertised Product; Physical Kiosk ID No.; Scheduled Date of Ad Spot; Advertiser Placing **Order** ; Date of Ad Spot; Advertiser ID No.; Cost of Ad Spot; URL of Advertisement Spot...

...Ad Payment; and Date of Last Effective Change. This data table maintains information on each **order** placed by an advertiser for a consumer product advertisement spot on a particular physical kiosk...502 by selecting function button 622E, in which the certified/registered advertiser places ad spot **orders** to be run on a particular subnetwork of retailer-authorized CPI kiosks indicated in the custom-displayed kiosk advertising directories described above. In this mode of information service, a **different** GUI will be displayed to the advertiser to enable the construction of a registered kiosk...

...spot ordered to run in a particular advertisement campaign can be realized in variety of **different** ways and to have a variety of **different** formats, but is expected that particular standards and preferences will naturally evolve in the industry...

...advertising/promotion slot" 525 on a particular retailer CPI kiosk 513 will be based on **several** factors, such as for example: (1) the amount of "consumer-activity" (i.e. the number...retailer-authorized subnetwork of CPI kiosks; (6) building Kiosk Promotion Campaigns by placing promo spot **orders** to be run on a specified subnetwork of CPI kiosks; (10) running and displaying kiosk...

...Retailer

Authorized Subnetwork of CPI Kiosks;

Building a Kiosk Promotion Campaign by Placing Promotional spot **Orders** to

be run on a Particular Subnetwork of CPI Kiosks;

Running and Displaying Mosk Promotion...

8/3,K/11 (Item 11 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00802544 \*\*Image available\*\*

A SYSTEM AND METHOD FOR PUBLISHING PROMOTIONAL INFORMATION INCLUDING MULTI-MEDIA PRESENTATIONS OVER A COMPUTER NETWORK

SYSTEME ET PROCEDE DE PUBLICATION D'INFORMATIONS PROMOTIONNELLES COMPRENANT



DES PRESENTATIONS MULTIMEDIA VIA UN RESEAU INFORMATIQUE

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200135306 A1 20010517 (WO 0135306)  
Application: WO 2000US31008 20001109 (PCT/WO US0031008)  
Priority Application: US 99438626 19991112

Designated States:

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prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE  
ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT  
LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM  
TR TT TZ UA UG US UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

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Fulltext Word Count: 10513

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... process moves to step 912 where the vendor is allowed to upload up to  
ten **different** artwork files, which are to be stored in the artwork  
table 1122. These uploaded artwork files may include company logos or  
**advertising** material which is consistent with other **marketing** efforts  
the vendor is pursuing. As could be easily appreciated, it is very

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**record** and maintain details about the **order** and the vendor.

In the initial order form, the vendor is asked whether they would...

8/3,K/12 (Item 12 from file: 349)

DIALOG(R) File 349:PCT FULLTEXT

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00788853 \*\*Image available\*\*

A METHOD FOR THE SECURE TRANSFER OF PAYMENTS  
PROCEDE DE TRANSFERT DE PAIEMENTS SECURISE

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200122374 A1 20010329 (WO 0122374)

Application: WO 2000IE101 20000907 (PCT/WO IE0000101)

Priority Application: EP 99650088 19990922; US 2000200672 20000428; US  
2000567975 20000510

Designated States:

(Protection type is "patent" unless otherwise stated - for applications  
prior to 2004)

AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DE (utility model)  
DK DK (utility model) DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE  
KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU  
SD SE SG SI SK SL TJ TM TR TT TZ UA UG US UZ VN YU ZA ZW  
(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE  
(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG  
(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 17440

...International Patent Class: G06F-017/60

Fulltext Availability:

Claims

Claim

... information over a network sales system for a payment card-not-present  
transaction, including a **plurality** of card holder computers, a card  
issuer computer, merchant computers and a merchant payment acquirer...

...that a report by a research organisation namely Forrester Research  
states that something on the **order** of two thirds of on-line shopping  
carts are abandoned prior to completing a purchase...

...nature of the payment systems compared to those of a card present  
transaction.

I 0

**Many** vendors have ...billion in on-line purchases by consumers in 1998  
was made with 0 electronic wallets. **Various** methods have been proposed  
to facilitate the security of electronic commerce such as, for example...

...in which payment is now made and would be very difficult to institute in  
practice. **Various** proposals have been made in relation to digital  
advertising, but most of these systems are...who offer rewards to repeat  
card holder customers by recording the number or value of **multiple**  
purchases made with a specific payment card number. This invention may  
generate confusion when cardholders...in the card issuer computer or if  
the merchant profile

has been changed;  
(E) transmitting **marketing** information and **advertisements** , comprising transmitting **marketing** messages to the card holder computer based on the purchase and merchant information received;  
maintaining a message **database** ;  
(F) authorizing a payment authorization request, comprising:  
- 19  
receiving an authorization request;  
authorizing the payment...

8/3,K/13 (Item 13 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00783228 \*\*Image available\*\*

**AN ONLINE PURCHASE SYSTEM AND METHOD**  
**SYSTEME ET PROCEDE D'ACHAT EN LIGNE**

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Patent and Priority Information (Country, Number, Date):

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Priority Application: US 99384581 19990827; US 2000493886 20000128

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AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE  
ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT  
LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM  
TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

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Publication Language: English

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Fulltext Word Count: 26415

International Patent Class: **G06F-017/60** ...

Fulltext Availability:

Detailed Description

Detailed Description

... to the Internet server or master computer 6 with numbers shown internally for clarity. In **order** to access the overseer website, the consumer 4 must first establish a connection to the...

...Internet server 6. Users access the global network online system (Internet) by using one of **several** third-party operating systems and Internet browsers (e.g., Microsoft Internet Explorer, Netscape Navigator) to...browser program for an entity netspend.com. Note, even though the site is the Internet **server** site 6.

the Corporation will expand the use of Internet domains to include each of its **marketing campaigns** . Thus, users could log on to another Internet gateway **server** configured similarly to the Internet **server** 6 by entering the corresponding domain in the browser search bar.

In order to proceed...

8/3,K/14 (Item 14 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00762425 \*\*Image available\*\*

**AN ELECTRONIC-RECEIPTS SERVICE**

**SERVICE ELECTRONIQUE DE RECUS**

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Patent and Priority Information (Country, Number, Date):

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Priority Application: US 99137575 19990604; US 99141380 19990628; US

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CA JP

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Fulltext Word Count: 18738

Main International Patent Class: **G06F-017/60**

Fulltext Availability:

Claims

Claim

... using said electronic record as proof of said transaction in order to dispute an alternative **record** of said transaction or return or exchange said good.

44

**Market Surv**

Data Farm 140

**Advertisii**

Promotio

100 Transaction S

Alliance & Partners 130 Payment Pro4

1AO@-@

160

180

Merchant Data enter...ReceiptCity.

[Contact Us]

You can also enter the specific brands you are interested in - for **multiple** brands please separate these by comma, for example, "Nike, Adidas". I am interested in:

MPlease...is provided. Once you have registered at RecciptCity, you can access your receipts to accomplish **many** useful tasks quickly. For example, while you can simply view your receipts, you can also...

...are more likely to interest you and to avoid showing you the same ad too **many** times. Cookies cannot ...remain encrypted N%lifle stored in the ReceiptCity databas@-. Our database server is protected in **many** w;iv,.. including dual firewalls. intrusion detection. 3l1d COTT1l)lV1lV1ls-iVV :I,- L,,-i looninu...

...With select merchants, you can also reorder a product, extend a ISite N-lapi warranty, **order** accessories, or ask for alternative items if you are dissatisfied and wish to return the...